

Message Text

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50

ACTION EUR-25

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P 071100Z SEP 74

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC PRIORITY 0000

USIA WASHDC PRIORITY

USDOC WASHDC PRIORITY

USINFO WASHDC PRIORITY

INFO AMEMBASSY VIENNA

UNCLAS SECTION 1 OF 2 SOFIA 1597

E.O. 11652: NA

TAGS: BEXP, ETRU, BU

SUBJECT: PLOVDIV FAIR: FREIDAY, 6 SEPTEMBER

STATE PASS USDA FOR ASST SECRETARY LONG AND ARS (EDMINISTER)

STATE FOR EUR/E AND EB

USDOC FOR DEPUTY UNDER SECRETARY PANTOS AND BEWT

(ABRAHAMSON/STECHSCHULTE/MATHES)

USIA FOR ICS/E AND IEE

USINFO FOR IBS/PE BULGARIAN SERVICE

VIENNA FOR EWTC AND REX

REF: SOFIA 1583 AND 1594

1. SUMMARY. DEPUTY PREMIER IVAN POPOV LED 350 GUEST AT "AMERICA DAY" RECEPTION. NUMBER OF VISITORS DURING SHORTENED EXHIBIT DAY ESTIMATED AT 25,000. SEVERAL HIGH GOB OFFICIALS, INCLUDING ELECTRONICS MINISTER, ENERGY MINISTER AND DEPUTY AGRICULTURAL MINISTER (FOR SECOND TIME), TOURED PAVILION. AGRICULTURAL RESEARCH SERVICE SPECIALISTS PUCKETT AND LEVIN PARTICIPATED IN SEMINARS.

2. ESTIMATED 350 PERSONS, HEADED BY DEPUTY PREMIER IVAN POPOV, FILLED U.S. PAVILION FOR ANNUAL "AMERICA DAY" RECEPTION AT INTERNATIONAL FAIR-PLOVDIV 1900 HOURS LOCAL FRIDAY, 6 SEPT.
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AMONG OTHER LEADING GOB OFFICIALS ATTENDING WERE: GANCHO

KRUSTEV, MINISTER OF AGRICULTURE AND FOOD INDUSTRY; YORDAN MLADENOV, MINISTER OF ELECTRONICS AND ELECTRICAL ENGINEERING. MRS. MARIYA ZAKHARIEVA, DEPUTY MINISTER FOREIGN AFFAIRS; KHRISTO KHRISTOV, DEPUTY MINISTER FOREIGN TRADE; PENKO PENKOV, CHAIRMAN, BULGARIAN CHAMBER OF COMMERCE AND INDUSTRY; NIKOLAY LEPOEV, DIRECTOR-GENERAL, AGROMASHINAIMPEX; KHRISTO MISHEV, FIRST DEPUTY CHAIRMAN, PLOVDIV PROVINCIAL PEOPLE'S COUNCIL; VASIL ASPARUKHOV, DEPUTY DIRECTOR-GENERAL, INTERNATIONAL FAIR-PLOVDIV.

3. RESPONDING TO WELCOMING REMARKS BY DEPUTY UNDER SECRETARY OF COMMERCE GEORGE J. PANTOS (SOFIA 1594), PROFESSOR POPOV BEGAN HIS REMARKS BY COMPLEMENTING THIS YEAR'S U.S. FAIR EXHIBIT, SAYING THAT WITH "ITS CONCRET AIMS" IT WOULD ACHIEVE FAR BETTER RESULTS THAN IN THE PAST. DURING SPEECH POPOV EMPHASIZED POSSIBILITIES FOR EXPANDED AND DIVERSIFIED TRADE BETWEEN BULGARIA AND THE UNITED STATES. HE SAID DESIRE OF BULGARIA TO "PURCHASE FROM U.S. A NUMBER OF COMPLETE PLANTS, EQUIPMENT, MACHINES AND OTHER COMMODITIES GOES HAND-IN-HAND WITH POSSIBILITY TO SELL A WIDE RANGE OF PRODUCTS... ON BASIS OF COOPERATION AND LONG-TERM COLLABORATION". POPOV REITERATED BULGARIAN POLICY OF EXPANDED TRADE FOR MUTUAL ADVANTAGE WITH ALL COUNTRIES IRRESPECTIVE OF SOCIAL SYSTEMS, ON BASIS OF EQUALITY OF NON INTERFERENCE IN DOMESTIC AFFAIRS. IN THIS CONTEXT HE CALLED MOST FAVORED NATION TREATMENT "THE OTHER DECISIVE POINT FOR NORMAL DEVELOPMENT OF TRADE AND ECONOMIC RELATIONS". IN FURTHER REMARKS POPOV DESCRIBED COMMERCE SECRETARY DENT'S VISIT TO BULGARIA AS "FRUITFUL" AND STATED HE HOPED HIS OWN UPCOMING VISIT TO THE U.S. WOULD CONTRIBUTE "TO A GREAT EXTENT" TO EXPANDED TRADE AND ECONOMIC COOPERATION".

4. PAVILION WAS OPEN FROM 0800 TO 1400 LOCAL, THEN CLOSED TO GENERAL PUBLIC AS IS NORMAL, TO PREPARE FOR RECEPTION. COMMERCIAL REPRESENTATIVES AND THEIR INTERPRETERS REMAINED AT THEIR DISPLAYS AFTER 1400, AND OFFICIALS AND SPECIALISTS WERE PERMITTED INTO PAVILION.

5. DURING SIX HOURS NORMAL OPERATION, ESTIMATED 25,000 PEOPLE TOURED PAVILION. PEAK CROWDRATES EACH DAY, UPWARDS OF 5,000 PER HOUR, HAVE BEEN IN LATE MORNING WITH ATTENDANCE TAILING OFF IN HEAT

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OF AFTERNOON TO STILL RESPECTABLE AVERAGE OF 2,000 PER HOUR. AS NOON APPROACHES, PAVILION IS ALMOST COMPLETELY FILLED, BUT FLOW OF VISITORS IS SMOOTH.

6. FAIR AUTHORITIES ANNOUNCED ZERO CORPORATION HAD WON "GOLD MEDAL" FOR EQUIPMENT ON DISPLAY. MEDAL WILL BE PERSONALLY AWARDED BY FAIR DIRECTOR-GENERAL VASIL KIREV, SATURDAY, 7 SEPT.

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INFO OCT-01 ISO-00 AGR-20 EB-11 CIAE-00 INR-11 NSAE-00

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7. ENERGY MINISTER PETUR DANAILOV TOOK SHORT TOUR OF PAVILION.
(FOLLOWING NOT FOR PUBLIC USE: AFTER TOUR HE ENGAGED IN LENGTHY
PRIVATE DISCUSSIONS WITH JOHN DEERE REPRESENTATIVES.)

3. ELECTRONICS MINISTER YORDAN MLADENOV TOURED PAVILION
ESPECIALLY TO CONSIDER APPLICATIONS OF ELECTRONICS TO AGRICULTURE.
HE PAID PARTICULAR ATTENTION TO CORN PRODUCTS SYSTEMS (CPS)
EQUIPMENT FOR CONTROL OF MALFUNCTION IN SEEDERS AND COMBINES,
(AND DISPLAYS BY COMPUTER DESIGN CORPORATION, COMPUCORP OF
DESK TOP CALCULATORS AND MINICOMPUTER CONNECTED TO GRAPHICS
DISPLAY TERMINALS.)

9. DEPUTY MINISTER OF AGRICULTURE AND FOOD INDUSTRY ENGINEER
VURBAN DZHAMBOV PAID SECOND VISIT TO PAVILION FOR PRELIMINARY
NEGOTIATIONS WITH REPRESENTATIVES OF INTERNATIONAL HARVESTER
CORPORATION, HESSTON CORPORATION AND JOHN DEERE.
MINISTERIAL PARTY ALSO EXPRESSED DESIRE TO NEGOTIATE WITH SUPPLIERS
OF DRIP IRRIGATION SYSTEM AND SEED TAPE.
CZHAMBOV INDICATED PLAN TO RETURN LATER WITH OTHER
SPECIALISTS FOR DISCUSSIONS WITH OTHER COMMERCIAL EXHIBITORS.

10. ENGINEER RUMEN POPOV, FIRST DEPUTY CHAIRMAN OF
COMMITTEE FOR SCIENCE, TECHNICAL PROGRESS AND HIGHER EDUCATION,
SPENT ONE HOUR FIFTEEN MINUTES IN THOROUGH TOUR OF PAVILION.
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HE ASKED FOR EXPLANATIONS AND DEMONSTRATIONS OF ALL EQUIPMENT AND WAS PARTICULARLY INTRIGUED BY SEED TAPE, MICROWAVE OVEN, BADGER SILO SYSTEM AND BUNK FEED AND "BACON BIN". WITH OTHER EXHIBITORS HE DISCUSSED LICENSING (E.G. WITH INTERNATIONAL HARVESTER) AND JOINT AGREEMENTS AND ASKED PRICES OF MANY ITEMS OF EQUIPMENT. HE ALSO PAID PARTICULAR ATTENTION TO "DITCHWITCH" PERRY HARVESTER, CPS AND COMPUCORP. COMMITTEE SPECIALISTS FOLLOWED UP ON POPOV VISIT LATER IN DAY.

1. AGRICULTURAL RESEARCH SERVICE SPECIALISTS HOYLE PUCKETT AND JORDAN LEVIN PRESENTED PAPERS AND LED DISCUSSIONS FRIDAY MORNING AS PART OF SEMINAR SERIES CONDUCTED IN CONJUNCTION WITH FAIR. LEVIN SPOKE ON "MECHANICAL HARVESTING OF FRUITS AND VEGETABLES" BEFORE 300 BULGARIAN AGRICULTURAL SPECIALISTS AT HIGHER INSTITUTE OF AGRICULTURE "VASIL KOLAROV" IN PLOVDIV. PUCKETT SPOKE ON "MECHANIZATION AND AUTOMATIC FEEDING OF MILK COWS" BEFORE 100 PERSONS IN ANOTHER HALL IN SAME BUILDING. QUESTIONING AFTER BOTH LECTURES WAS SPIRITED.

12. ENROUTE TO FAIR, AMBASSADOR AND MRS. HERZ AND UNDER SECRETARY PANTOS STOPPED AT FMC DEMONSTRATION SITE OUTSIDE OF PLOVDIV, THEY SPENT AN HOUR AT SITE WATCHING DEMONSTRATION OF FMC CASCADE TOMATO COMBINES AND TOURING EQUIPMENT STORAGE AND INSPECTION AREAS.

13. THREE MAN CREW FROM PLOVDIV TELEVISION FILMED U.S. PAVILION AND INTERVIEWED AN EMBASSY OFFICIAL ABOUT PAVILION AND U.S.-BULGARIAN COMMERCIAL RELATIONS. FOOTAGE PLANNED FOR USE ON NATIONAL TELECAST 1800 LOCAL FRIDAY, 6 SEPT.
HERZ

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